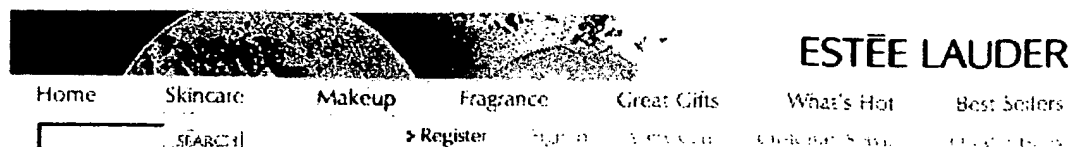


EXHIBIT B

**[http://www.esteelauder.com/templates/products/makeup_single_product.t
mpl?FAMILY_CODE=1t4f&CATEGORY_NAME=Mascara&SUPERCAT_NAM
E=Makeup](http://www.esteelauder.com/templates/products/makeup_single_product.t
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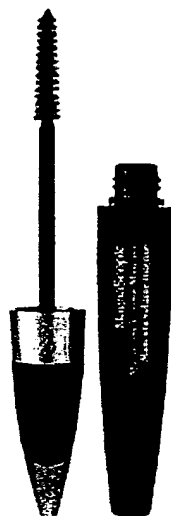
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Mascara

Blush

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MagnaScopic

Maximum Volume Mascara

Magnify your lashes to the maximum--in a flash.

Engineered with revolutionary double patent-pending* technology:

Expandex™ formula expands lashes to their fullest volume--up to 300% thicker.

Speed-Meter Brush™, streamlined for precise handling, hugs the curves of every lash with supercharged color.

MagnaScopic: fast track to thick lashes.

Safe for contact lens wearers and sensitive eyes. Fragrance free, ophthalmologist-tested.

* U.S. and international patents pending.

Price: \$21.00

Works well with [Lash Primer Plus](#) and [Pure Color EyeShadow](#).

| Shade | Qty | |
|--------|--------------------------------|-----------------------------|
| Black | <input type="text" value="1"/> | add to cart |
| Brown | <input type="text" value="1"/> | add to cart |
| Purple | <input type="text" value="1"/> | add to cart |

| Shade | Qty | |
|--------------|--------------------------------|-----------------------------|
| Blue | <input type="text" value="1"/> | add to cart |
| Gilded Khaki | <input type="text" value="1"/> | add to cart |

MAXIMUM VOLUME

Magnifies lashes up to 300% instantly, for a thicker, fuller, incredibly dramatic look.

MAXIMUM PRECISION

Unique brush design provides precise application and coats each lash evenly in one stroke.

MAXIMUM COLOR

Ultrasonically dispersed pigments create high-impact color--30% more intense.

MAXIMUM BENEFITS

Unique moisturizing complex forms a protective barrier that helps prevent breakage. Won't flake, smudge or clump.

HOW TO THICKEN YOUR LASHES

Sweep MagnaScopic through lashes from root to tip, using tapered end to capture the finest lashes at inner corners. Repeat on lower lashes.

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